1   What is claimed is:

SUB AB

1.   A method of compiling electronic data comprising:

2   (a) receiving electronic data on a computing platform from at least one external source;

3   (b) inserting at least a portion of the collected data into one or more data fields, wherein said

4   one or more data fields comprise an electronic scoreboard of interrelated data;

5   (c) updating said electronic scoreboard of data; and

6   (d) calculating at least one measurement of updated scoreboard data.

1   2.   The method of claim 1, wherein said at least one external source comprises a remote

2   computing platform coupled by a network to the computing platform that receives the electronic

3   data.

1   3.   The method of claim 2, wherein said at least one external source further comprises data

2   collection software executing on said remote computing platform.

1   4.   The method of claim 1, wherein updating said electronic scoreboard of data comprises

2   removing at least a portion of collected electronic data after a particular amount of time has

3   elapsed.

1   5.   The method of claim 1, wherein updating said electronic scoreboard of data comprises

2   removing at least a portion of collected electronic data after a particular amount of data is

3   collected.

1   6.   The method of claim 1, wherein said one or more data fields contain one or more periodically

2   updated lists of related electronic data values.

1   7.   A method of reporting electronic data, said method comprising:

2   (a) retrieving at least a portion of one or more measurement values;

3   (b) comparing a least a portion of one or more measurement values to one or more

4   threshold values;

5   (c) determining whether to designate at least a portion of the electronic data related to the

6   one or more measurement values for reporting, based at least in part on the comparison;

7   and

8   (d) sending at least the portion of the electronic data designated for reporting to a remote

9   device.

1   8.   The method of claim 7, wherein the one or more measurement values comprise statistical

2   values obtained from a sample of the electronic data.

3   9.   The method of claim 8, wherein said one or more threshold values comprise one or more

4   numerical values that relate at least in part to said statistical values.

1   10. The method of claim 7, wherein the electronic data comprises text data.

1   11. The method of claim 7, wherein comparing comprises:

2   comparing the one or more threshold values to the one or more measurement values, and

3   issuing at least one electronic report if the one or more measurement values exceeds the one or

4   more threshold values.

1   12. The method of claim 7, wherein the one or more threshold values are configurable.

1   13. The method of claim 12, wherein the configuration is determined by a user.

1   14. The method of claim 7, wherein the remote device comprises a computing platform capable of

2   receiving electronic data.

1   15. A method of generating electronic reports, said method comprising:

2   (a) collecting electronic data from at least one external source;

3   (b) inserting the collection of electronic data into a plurality of associated data fields;

4   (c) assigning scores to at least a portion of the data contained in the plurality of data fields;

5   (d) issuing electronic reports based at least in part on said scores.

1   16. the method of claim 15, wherein steps (b), (c) and (d) are repeated based at least in part on

2   additional collected electronic data.

1   17. A method of data reduction comprising:

2   receiving interrelated electronic data regarding electronic transactions occurring via at least one

3   selected web site;

4   compiling said interrelated data into a plurality of data fields, said data fields arranged to provide

5   sample statistics of said interrelated data;

6 updating said interrelated electronic data fields with additional data regarding more recent

7 electronic transactions occurring via said at least one selected web site, wherein said updating

8 updates said sample statistics;

9 after at least one update, comparing said updated sample statistics with at least one preset

10 threshold value; and

11 generating at least one report based at least in part on the comparison.

1 18. The method of claim 17, wherein said sample statistics comprise at least the mean and

2 standard deviation.

1 19. The method of claim 17, wherein said threshold value is configurable.

1 20. The method of claim 17, and further comprising:

2 updating said one or more data fields by omitting at least a portion of the collected

3 electronic data other than said additional data.

1 21. A method of displaying electronic data, said method comprising:

2 (a) receiving at least a portion of electronic data reports from at least one external source,

3 wherein the electronic data reports comprise electronic data collected and compiled, and

4 reported based at least in part on a priority system; and

5 (b) displaying at least a portion of the electronic data reports as a computer output.

1 22. The method of claim 21, wherein said electronic data reports comprise data at least partially

2 relating to online or internet activity.

1 23. The method of claim 21, wherein said priority system comprises comparing one or more

2 threshold values to one or more statistical or representative values of at least a portion of the

3 collected electronic data.

4 24. An article comprising:

5 a storage medium having stored thereon instructions, that when executed by a computing

6 platform, result in execution of an electronic report generator, by:

7 collecting electronic data from at least one external source;

8 compiling said collected electronic data; and

9   reporting said compiled electronic data based at least in part on a priority basis.

1   25.   The article of claim 24, wherein said medium further has stored thereon instructions that, when

2   executed, result in said electronic data being compiled by inserting at least a portion of said

3   collected electronic data into one or more data fields.

1   26.   The article of claim 24, wherein said medium further has stored thereon instructions that, when

2   executed, result in determining one or more measurement values of said electronic data,

3   wherein said measurement values comprise one or more representative values of at least a

4   portion of said collected electronic data.

1   27.   The article of claim 24, wherein said medium further has stored instructions that, when

2   executed, result in determining priority based at least in part on the comparison of said one or

3   more measurement values to one or more threshold values, wherein said one or more

4   threshold values comprises one or more numerical values that relate at least in part to said one

5   or more measurement values.

1   28.   A system for generation of electronic reports comprising:

2   a computing platform;

3   said computing platform being adapted to, in operation, perform the generation of

4   electronic reports by:

5   collecting electronic data from at least one external source;

6   compiling said collected electronic data; and

7   reporting said compiled electronic data based at least in part on a priority basis.

1   29.   The system of claim 28, wherein compiling said collected electronic data further comprises

2   inserting at least a portion of said collected electronic data into one or more data fields.

1   30.   The system of claim 28, wherein compiling said collected electronic data further comprises

2   determining one or more measurement values of said collected electronic data, wherein said

3   one or more measurement values comprise one or more representative values of at least a

4   portion of said collected electronic data.

31. The system of claim 28, wherein said priority basis is determined based at least in part on a comparison of said one or more measurement values to said one or more threshold values, wherein said one or more threshold values comprise one or more numerical values that relate at least in part to said one or more measurement values.